

Cigar stores, stands (SIC 5993)—Establishments primarily selling cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News dealers, newsstands (SIC 5994)—Establishments primarily selling newspapers, magazines, and other periodicals, either by delivery to the home, on the street, or from stands or stores.

Camera, photographic supply stores (SIC 5996)—Establishments primarily selling cameras, film, and other photographic equipment and supplies.

Gift, novelty, souvenir shops (SIC 5997)—Establishments primarily selling combined lines of gift and novelty merchandise, souvenirs, small art goods, greeting cards, and holiday decorations.

Optical goods stores (SIC 5998)—Establishments primarily selling eyeglasses and related optical and ophthalmic goods. Establishments engaged in prescribing glasses are included if they also supply glasses. A change in the procedure involved in the canvassing of these establishments has substantially improved coverage as compared with the 1958 census.

Typewriter stores (Part of SIC 5999)—Establishments primarily selling typewriters. Limited amount of office machines and supplies as well as typewriter parts and supplies are also frequently sold. Dealers primarily engaged in selling office machines and equipment other than typewriters are included in the wholesale trade (SIC 5082) segment of the Census of Business.

Luggage, leather goods stores (Part of SIC 5999)—Establishments primarily selling trunks, hand luggage, and leather items.

Hobby, toy, game shops (Part of SIC 5999)—Establishments primarily selling toys, games, and hobby kits and supplies. Establishments primarily selling artists'

supplies, or collectors' items (coins, stamps, autographs) and supplies are classified as "other," the last classification listed in this group.

Religious goods stores (Part of SIC 5999)—Establishments primarily selling religious goods, such as Bibles, prayer books, hymnals, church and Sunday school supplies, communion supplies, rosaries, and religious statues, medals, jewelry, and pictures.

Pet shops (Part of SIC 5999)—Establishments primarily selling pets, e.g., dogs, cats, birds, rabbits, tropical fish, and equipment for housing and caring for pets, and other pet supplies.

Other (Part of SIC 5999)—Establishments primarily selling specialized lines of merchandise, such as collectors' items and supplies, artists' supplies, orthopedic and artificial limbs, draft-making materials, hearing aids, rubber stamps, monuments, and tombstones, and other lines not elsewhere classified.

Nonstore Retailers (Part of SIC Major Group 53)

Mail-order houses (SIC 532)—Establishments primarily engaged in distributing merchandise through the mail as a result of

mail orders received. Each establishment of organizations which operate both mail-order houses and other retail establishments is classified on the basis of its own operations. Consequently, the mail-order houses of such organizations are included in this classification while their other establishments are included in whichever of the above kind-of-business classifications is appropriate to their operation. Mail-order houses are divided into subclassifications on the basis of the merchandise they sell in the same manner as the store-type classifications.

In this census the locations operated by mail-order houses to accept orders from their catalogs are classified as separate nonstore establishments. In 1958 these were considered a part of the mail-order house. The effect of this change is to increase the count of nonstore establishments and to report the employment, payroll, and sales of such locations in the place at which they are located instead of in the city in which the mail-order house is located.

Merchandise vending machine operators (SIC 534)
Establishments primarily engaged in the sale of merchandise through coin-operated vending machines which generally are located on the premises of other businesses. Since a large number of merchandise vending machine operations are conducted in conjunction with the operations of manufacturing plants and of wholesale and other establishments not classified in retail trade, data for "retail" merchandise vending machine operators should not be interpreted as providing a measure of total sales through merchandise vending machines. The data for "retail" merchandise vending machine operators also do not include sales made through vending machines owned

by establishments classified in other kinds of retail trade. Merchandise vending machine operators are divided into subclassifications on the basis of the merchandise sold in the machines on location as of the end of the census year.

Direct selling (house-to-house) organizations (SIC 535) Establishments which solicit and distribute their products by house-to-house canvass. When the canvassers are employed by the organization which they represent the "establishment" is the location from which they operate. However, many of the important organizations whose products are distributed in this manner utilize self-employed canvassers as their representatives. Each such canvasser is counted as an "establishment" in this report. As a result, the "number of establishments" data are considerably larger than would be the case if the count were based on the primary organizations whose products are being distributed. Establishments in operation throughout the census year were included if their annual sales were \$2,500 or more; establishments in operation during part of the census year were included only if their sales were at an annual rate of \$2,500 or more. Consequently, the "number of establishments" in this category should not be interpreted as being a count of the total number of self-employed canvassers. Direct selling (house-to-house) organizations are divided into subclassifications on the basis of the merchandise they sell in the same manner as the store-type classification. Establishments selling ice cream and other frozen refreshment items from trucks were included in this classification in the 1958 Census of Business but are now included with refreshment places (part of SIC 5812).